



Mobility as a Mindset

Giving large businesses the confidence to embrace a mobility mindset



Large businesses are the engines that drive our economy. They have the capacity and capability to deliver on a huge scale. But what if the engine could run even better? This is the opportunity I see in adopting a mobility mindset.



I'm Dean Terry, BT Enterprise's Managing Director of Corporate and Public Sector. I spend a lot of time talking to some of the UK's largest organisations about their mobility strategies. Mobility is more than mobiles, it's about ensuring that everyone has access to the information they need. And that the information is available whenever and wherever they need it.

There are so many ways that mobility improves the efficiency of a business. Manufacturers operate more efficiently if the factory floor has real time data on production. Delivery drivers deliver more parcels if they have the customer's contact details at the tap of a button. And healthcare providers provide better care if their patient's care records can be viewed and updated while they are in the patient's home.

There are countless situations where the right information at the right time can make a critical difference. This is why a mobility mindset is so important.

Some of the businesses I speak to have not yet made the leap towards this way of working. But in my view, now is the time to be bold. The transformational opportunities of mobility are too big to ignore, especially after the past 18 months and with 5G now available to take advantage of.





Asking the right questions

The first step towards developing a mobility mindset is to change the way you think about mobile. It's more than just a piece of hardware.

The traditional way for large businesses to think about mobility is as a commodity item. A phone is procured as simply a tool for doing business, treated the same way as pens and paper clips.

But this view is out of date.

A mobility mindset takes an organisation-wide approach. It's about empowering your workforce with information to make decisions, speeding up the day to day decision making and allowing your team to do more than they could do before.

In a sense, it's actually less important to think about specific devices or technology. Instead you should think about the outcome that you want. If you're starting from a perspective of "Apple vs Samsung", you're starting with the wrong questions.

Instead, with a mobility mindset, the first question should be "what information does our team need, and how can we get it to them in a form that they can use?". The goal should be putting the right data in the hands of the right person to help them make decisions and take action.

But mobility is about more than just improving decision making speed. It's also an opportunity to rewire business processes. Moving to a mobility mindset is not just swapping one device for another. It's about taking advantage of mobile devices to discover more efficient ways of working.

This is why I'm especially excited about 5G. The faster, lower-latency connections it enables is taking business to the next level.

Imagine the supply chain behind a Formula 1 racing team with 5G-connected mobile devices. The engineers can view 3D models of a new engine design. They can collaborate in real time wherever they are. It's not only quicker than meeting in the lab, it means that new designs can be reviewed and improved faster. And this leads directly to a more efficient and competitive car on the starting grid.

The security challenge

So what is holding back large organisations from embracing a mobility mindset? I think the most significant challenge is security.

Security is absolutely critical to how a large business operates. Keeping its valuable data safe is essential. This is why large businesses have traditionally locked themselves behind tight firewalls.

This is true in most large businesses. But it's particularly the case for sectors like manufacturing. When you make products, the blueprints and intellectual property are the source of your competitive advantage. Protecting that information is a number one concern for the business.

However, I believe that security and mobility are not mutually exclusive. As businesses modernise the way they work by embracing a mobility mindset, they can also make an investment in modernising their security to work more flexibly.

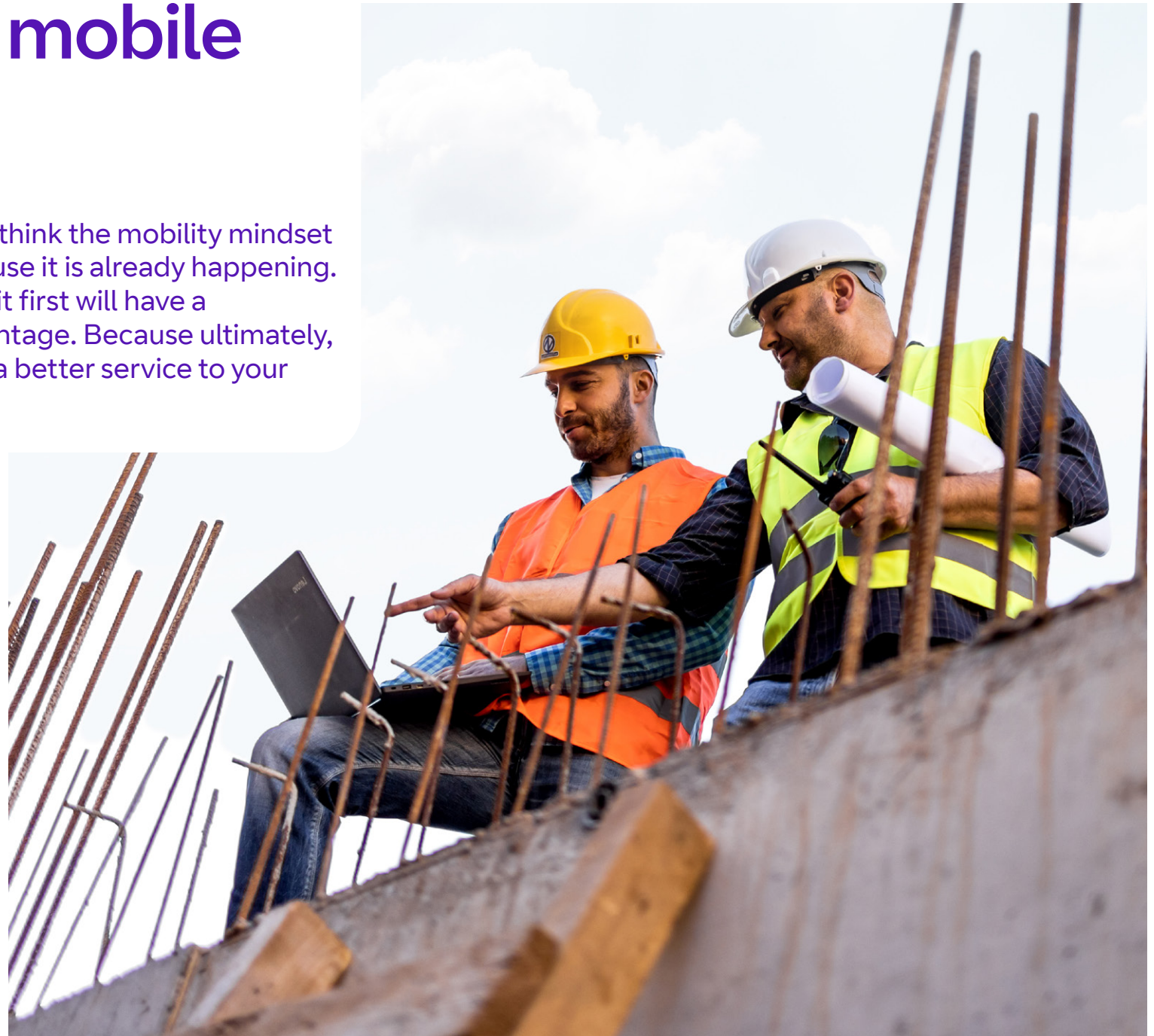


Driving the mobile mindset

There's one final reason that I think the mobility mindset is important. And that is because it is already happening. The businesses that embrace it first will have a first-mover, competitive advantage. Because ultimately, the mobility mindset delivers a better service to your customers and your teams.

If your team has the information they need at the exact time that they need it then they can better meet the customers' needs. They can work more productively. And if your business has the mobility mindset, your team can take advantage of the emerging technologies that are changing our world. From artificial intelligence and IoT to virtual reality, each is built on the principles that underpin the mobility mindset.

That's why I passionately believe that now is the time for large businesses to embrace the mobility mindset. Let's keep the engine of our economy running, and make our businesses work better.





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September 2021